

SYSTEM FOR PRESENTING CUSTOMIZED SELECTIONS
OVER A COMPUTER NETWORK

ABSTRACT OF THE DISCLOSURE

A system for presenting tailored store screens including customized selection screens for merchandise and/or services over a computer network utilizes a host computer communicatively linked to one or more remote computers used by shoppers. The host computer includes a shopper data collector, a shopper database, a store database, a merchandise database, a services database, a presentation formulator, and a web server optionally serving many store sites with overlapping product lines. As one of the remote computers is in current communication with the host computer, the customer data collector collects and analyzes data from the remote computer including search requests, uniform resource locators (URLs), and hidden data. The shopper is generally unaware that the hidden data is being collected by the shopper data collector and includes cookie data stored on the remote computer of previous shopping events such as previous purchases, search requests, and URLs previously visited. Information based upon the data collected by the shopper data collector is stored in the shopper database for subsequent use and is also sent to the presentation formulator. The presentation formulator formulates tailored store screens including customized selection screens for merchandise and/or services based upon data collected in the current communication and stored in the shopper, store, merchandise, and services databases.